



February 17, 2012

TO: Mayor and Members of Council

FROM: Denise T. Roth, Interim City Manager

SUBJECT: Items for Your Information

IFYI HIGHLIGHTS

- Contact Center Feedback
- Council Small Group Meetings
- Boards & Commission Update
- Michael King Foundation
- Public Transit
- Zoning Commission Meeting Results
- Grants Report

Contact Center Feedback

Attached is the weekly report generated by our Contact Center for the week of February 6, 2012 – February 12, 2012.

Council Small Group Meetings

For the week of February 10, 2012 through February 16, 2012, there were no small group meetings between City Staff and [more than two but less than five] Councilmembers.

Council Follow-up Items

Boards & Commission Update: At the direction from Council at the January 24, 2012, Council Retreat, attached is a memorandum from Planning and Community Development Director Sue Schwartz, dated February 13, 2012, regarding the necessary process to make changes in the City Code of Ordinances.

Michael King Foundation: At the direction from Council at the December 13, 2011 City Council Meeting, attached is a memorandum from Planning and Community Development Director Sue Schwartz, dated February 17, 2012, regarding the meeting between the Community Sustainability Council, Small Business Office and the Michael King Foundation.

Public Transit: As a follow-up to questions from Council at the February 7, 2012, City Council Meeting, attached is a memorandum from Transportation Director Adam Fischer, dated February 15, 2012, providing an update on the following: Hybrid Buses, Corporate Connection Program, and Higher Education Area Transit Service (HEAT).

Zoning Commission Meeting Results

Attached is the results from the February 13, 2012 Zoning Commission Meeting.

Grants Report

Attached is an updated list of grants for which the City intends to apply that do not require a match. Under the policy adopted by City Council, grants that do not require a match are not required to receive formal Council action.

DTR/mm
Attachments

cc: Office of the City Manager
Global Media

**Public Affairs
Contact Center Weekly Report
Week of 2/6/12 - 2/12/12**

Contact Center

4384 calls answered this week

Top 5 calls by area

Water Resources

Balance Inquiry – 1006
General Info – 185
New Sign up – 150
Pay by Phone – 90
Cut-on/Same Day – 88

Field Operations

Bulk Guidelines – 89
HHW/Transfer – 55
Repair Can/Garbage – 54
Electronic Waste – 43
Dead Animal Pick up – 38

All others

Police/Watch Operations – 234
Courts/Sheriff – 91
Police Records – 77
Privilege License – 73
HR/Employment – 52

Comments

We received a total of **6** comments this week:

Executive – 3 comments:

- Thank you City Council for considering a resolution opposing the State Legislature's discrimination amendment! Removing municipalities from offering partner benefits alone is enough to vote NO to this amendment. I thank you for your consideration.
- As a resident of North Carolina and the City of Greensboro, I am disturbed that the City Council is not in favor of the bill that will protect the sanctity of true marriage. The proposed bill to amend our state constitution to say that a legal marriage in the state of North Carolina will be recognized as between one man and one woman, in my opinion, should be bolstered by City Council. Please do not give into the pressures of special interest groups. The results of this may have a profound effect, on not only our city, but our youth, our families, and this state as a whole. Thank you for your consideration in this matter.
- I want to commend the City Council for its vote for human rights and its stand against discrimination. Thank you for protecting all of North Carolina families!

Field Operations – 1 comment:

- Caller wishes to say thank you for delivery of new and smaller trash cans.

Planning and Community Development – 1 comment:

- Regarding Trader Joe's: I have been among those trying for many years to get Trader Joe's to come to Greensboro. The area proposed for their store is NOT residential. It seems terribly sad that a small group of vocal residents could keep a treasured store with its desperately needed jobs from coming to our city. Hundreds of out-of-town visitors would help neighboring stores and our economy. What a slap in the face for Greensboro. We would never live it down. Please vote for the carefully, artistically planned new shopping area. Thank you.
- Trader Joe's - I am totally against the rezoning. There is too much vacant space available in other suitable locations.

Overall

Calls about privilege licenses and employment increased last week. Otherwise, we received the normal mix of calls. Call volume remained steady for the week.

Department of Planning and Community Development
City of Greensboro



February 15, 2012

TO: Denise T. Roth, Interim City Manager
FROM: Sue Schwartz, FAICP, Director
SUBJECT: IFYI – Board and Commission Changes

At their January 24, 2012, Council Retreat, Council requested staff to proceed with preparing the necessary documents to make the desired changes to appointed Boards and Commissions. The existing Boards and Commissions recommended for changes include the Board of Adjustment (BOA), Planning Board, Advisory Commission on Trees (ACT), Property Owners Review Team (PORT), Design Review Team, and the Community Resource Board (CRB).

As these Boards and Commissions fall under the purview of Chapter 30 of the City Code (the Land Development Ordinance), Planning and Community Development staff have been charged with preparing the necessary documentation for the desired changes. These changes will be incorporated in the form of a text amendment that will amend Chapter 30 of the City Code.

Additionally, Chapter 30 outlines the process for proposed amendments, which includes a two-step public hearing process before City Council can take final action. The changes requested by City Council will first be presented to the Planning Board as a public hearing item on March 21, 2012. After the public hearing, the Board will make a recommendation to City Council. This recommendation will be on the agenda at the April 3, 2012, City Council meeting and Council will be asked to take action following another public hearing.

It is intended for these changes to become effective immediately upon adoption. If you have any questions concerning this matter or need additional information, please contact me at 336-373-2144.

SS/mk



February 17, 2012

TO: Denise T. Roth, Interim City Manger

FROM: Sue Schwartz, FAICP Director

SUBJECT: Michael King Foundation

Planning and Community Development staff met with Matthew King and members of the Green Hub organization as requested by City Council. Further, they met with the Community Sustainability Council at their January 9, 2012 meeting. The following is a summary of those meetings.

Planning and Community Development

Staff met with Matthew King and three members of his team on December 15, 2011, and again on January 5, 2012, to hear details of the multi-faceted programs he would like to launch. His plans include:

- An arts awareness program
- A program to encourage registered voters to 'vote green' (for environmentally friendly candidates)
- The King Learning Center (entrepreneurial training)
- A program for student athletes
- A SEEDS program related to community beautification
- The King Scholarship Foundation
- The Green HUB project (urban farming to supply produce to local food deserts)

At the December 15, 2011, meeting it was suggested that they narrow their focus to one or two priority projects. They were provided with contact information for the co-chairs of the Community Sustainability Council and suggested they make initial contact with their project ideas.

Community Sustainability Council

Excerpts from the Community Sustainability Council's January 9, 2012, approved meeting minutes:

GREEN HUB OVERVIEW PRESENTATION:

“The Michael King Foundation gave a presentation on the Green HUB project. Members of the Foundation present included Linwood Ebron, 5856 Old Oak Ridge Road, Chief Operating Officer; Felton Wooten, 2401 Lamrock Road, President of Pitts Farm; Derrick Monk, Chief Marketing Officer; Matthew King; and Zaron Johnson, Chief Environmental Officer. Mr. Ebron explained that the Green HUB initiative is a way to bring locally produced organic food to the community.

Mr. Wooten stated that Pitts Farm covers 150 acres in Edgecombe County. They raise alternative crops such as freshwater shrimp and they are now embarking on year-round greenhouse farming. He explained their collaboration with NC A&T University in research projects and the awarding of two grants to Pitts Farm toward the development of alternative crops and greenhouses. Mr. Wooten indicated that they are partnering with the Michael King Foundation to solve food insufficiency in desert food areas including Greensboro, North Carolina. The project will provide green job initiatives, agritherapy and agricounseling for veterans, educational and outreach initiatives, as well as, nature in the city. He said that 10% of their produce will be given away to the community.

Mr. Monk indicated that Green HUB is a network that establishes a co-op system that does not rely on governmental stimulus to generate funding for the project. Private sector investment into a Green HUB greenhouse on Pitts Farm can generate a revenue gain of 20% for each greenhouse production. He also explained how the project creates a sustainable ecosystem.

Co-Chair Powell noted the connectivity between the Sustainability Action Plan (SAP) and the Green HUB initiative. He asked members of the Michael King Foundation how the Community Sustainability Council could help their efforts.

Mr. King stated that community outreach and education were key elements in promoting the initiative. The Group discussed working with neighborhood community garden groups, presenting the concept to Greensboro Neighborhood Congress, sharing links to restaurants and grocers seeking local food providers, and other ways to provide an educational platform to the community.

Mr. Johnson gave an overview of educational efforts they are already involved in and pointed out that jobs would be created with the initiative.

Members of the Community Sustainability Council were receptive to an invitation from the Michael King Foundation to schedule a farm visit. Members were also asked to consider sending a letter to City Council in support of the Green HUB initiative.”

SS

February 15, 2012

TO: Denise T. Roth, Interim City Manager
FROM: Adam Fischer, GDOT Director
SUBJECT: Public Transit

During the February 7, 2012, City Council Meeting, several Council Members asked questions and requested updates on the following programs and services from the Greensboro Transit Authority.

Hybrid Bus Update

On March 1, 2011, the Greensboro Transit Authority (GTA) placed into service Greensboro's first diesel-electric hybrid buses. The three units, manufactured by Gilig Bus Corporation in California, immediately made an impact on our service delivery due to their larger size. The 40-foot passenger buses are five feet longer than our longest existing coaches. The added seating and standing room was a welcome addition on high use routes such as Summit Avenue and High Point Road.

From an operations view, the hybrids are anticipated to have a positive effect in the areas of fuel mileage and maintenance/repair costs. As the buses have been in service for less than a year, we do not have any data yet on parts servicing and replacement, and cannot compare with our current fleet. However, our day-to-day observations are looking positive. For instance, while we average 25,000 to 30,000 miles of life from the brake shoes on the older Giligs, the new hybrids are all over 50,000 miles of service and have yet to receive their first brake shoe replacement thanks to their regenerative braking technology. Also, it was anticipated that the battery packs for the hybrid buses would have to be replaced after five years, however; it is reported by several agencies with hybrid electric fleets that they are getting seven to eight years of life out of the battery packs,

Fuel mileage for the hybrids has been reported to average 4.61 miles per gallon over 50,000 miles in the last 10 months. While this is a significant increase over the 3.61 mpg averaged by our six sample diesel only buses chosen for comparison, it is not the most accurate comparison due to the fact that the hybrids are five feet longer and 2,300 pounds heavier. Also, it is estimated that the diesel electric hybrid buses reduce carbon dioxide (CO₂) emissions as compared to a diesel only powered bus of similar weight and size.

As we gain more data over the next year, we will be able to see the true monetary savings of the hybrids. Our preliminary observations have supported earlier research from the manufacturer, as well as, our use of loaner buses and confirms GTA's commitment to replace aging diesel coaches with hybrids both for fixed route and paratransit services.

As we gain more data over the next year, we will be able to see the true monetary savings of the hybrids. Our preliminary observations have supported earlier research from the manufacturer as well as our use of loaner buses and confirms GTA's commitment to replace aging diesel coaches with hybrids both for fixed route and paratransit services.

Corporate Connections Program

Greensboro Transit Authority has been directed to increase awareness of the Corporate Connections Program. This program is available to Greensboro area employers as a benefit for their current and potential transit-using employees. The company provides the employees with GTA transit passes that can be used on all of our routes and connectors. These passes may be paid for by the organization and the entire amount deducted as a business expense, or can be charged to the employee as a pre-tax deduction. GTA in turn will provide travel training, route coordination, and communications and promotional assistance to insure the employees make the most of the transit access.

Promotion of the availability of Corporate Connections will target business owners, managers and human resource directors in the GTA service area. Methodology is to include the following:

- Updated Corporate Connections information on the GTA website
- Updated Corporate Connections brochure
- 5 King Advertisements on GTA buses
- Corporate Connections program advertising in the News and Record Business Section and Triad Business Journal (cost TBD)
- Pitch to local media as a cost-savings method for the public and organizations
- Presentation with Greensboro area HR Professional Organizations TBD
- Corporate Connections promotional note pads and ID lanyards for distribution

Higher Education Area Transit Service (HEAT) Update

Higher Education Area Transit (HEAT), launched in 2006 continues to post strong ridership numbers in 2011. Despite the loss of Guilford College from the partnership and the reduction in partnership with Guilford Technical Community College, the students continue to find value in public transit both on HEAT and GTA. The attached report provides the most recent numbers reflecting a 9% increase in overall ridership of students using HEAT passes.

If you have questions or need additional information, please contact me at (336) 373-2861 or Libby James at (33) 373-2820.

AF
Attachment

cc: Mike Dawkins, GTA Board Chair
Libby James, Public Transportation Manager



February 15, 2012

TO: Denise T. Roth, Interim City Manager

FROM: Adam Fischer, Director

SUBJECT: Public Transit

During the February 7, 2012, City Council Meeting, several Council Members asked questions and requested updates on the following programs and services from the Greensboro Transit Authority.

Hybrid Bus Update

On March 1, 2011, the Greensboro Transit Authority (GTA) placed into service Greensboro's first diesel-electric hybrid buses. The three units, manufactured by Gilig Bus Corporation in California, immediately made an impact on our service delivery due to their larger size. The 40-foot passenger buses are five feet longer than our longest existing coaches. The added seating and standing room was a welcome addition on high use routes such as Summit Avenue and High Point Road.

From an operations view, the hybrids are anticipated to have a positive effect in the areas of fuel mileage and maintenance/repair costs. As the buses have been in service for less than a year, we do not have any data yet on parts servicing and replacement, and cannot compare with our current fleet. However, our day-to-day observations are looking positive. For instance, while we average 25,000 to 30,000 miles of life from the brake shoes on the older Giligs, the new hybrids are all over 50,000 miles of service and have yet to receive their first brake shoe replacement thanks to their regenerative braking technology. Also, it was anticipated that the battery packs for the hybrid buses would have to be replaced after five years, however; it is reported by several agencies with hybrid electric fleets that they are getting seven to eight years of life out of the battery packs,

Fuel mileage for the hybrids has been reported to average 4.61 miles per gallon over 50,000 miles in the last ten months. While this is a significant increase over the 3.61 mpg averaged by our six sample diesel-only buses chosen for comparison, it is not the most accurate comparison due to the fact that the hybrids are five feet longer and 2,300 pounds heavier. Also, it is estimated that the diesel electric hybrid buses reduce carbon dioxide (CO₂) emissions as compared to a diesel only powered bus of similar weight and size.

As we gain more data over the next year, we will be able to see the true monetary savings of the hybrids. Our preliminary observations have supported earlier research from the manufacturer, as well as, our use of loaner buses and confirms GTA's commitment to replace aging diesel coaches with hybrids both for fixed route and paratransit services.

Corporate Connections Program

Greensboro Transit Authority has been directed to increase awareness of the Corporate Connections Program. This program is available to Greensboro area employers as a benefit for their current and potential transit-using employees. The company provides the employees with GTA transit passes that can be used on all of our routes and connectors. These passes may be paid for by the organization and the entire amount deducted as a business expense, or can be charged to the employee as a pre-tax deduction. GTA in turn will provide travel training, route coordination, and communications and promotional assistance to insure the employees make the most of the transit access.

Promotion of the availability of Corporate Connections will target business owners, managers and human resource directors in the GTA service area. Methodology is to include the following:

- Updated Corporate Connections information on the GTA website
- Updated Corporate Connections brochure
- 5 King Advertisements on GTA buses
- Corporate Connections program advertising in the News and Record Business Section and Triad Business Journal (cost TBD)
- Pitch to local media as a cost-savings method for the public and organizations
- Presentation with Greensboro area HR Professional Organizations (TBD)
- Corporate Connections promotional note pads and ID lanyards for distribution

Higher Education Area Transit Service (HEAT) Update

Higher Education Area Transit (HEAT), launched in 2006 continues to post strong ridership numbers in 2011. Despite the loss of Guilford College from the partnership and the reduction in partnership with Guilford Technical Community College, the students continue to find value in public transit both on HEAT and GTA. The attached report provides the most recent numbers reflecting a 9% increase in overall ridership of students using HEAT passes.

If you have questions or need additional information, please contact me at (336) 373-2861 or Libby James at (33) 373-2820.

AF
Attachment

cc: Mike Dawkins, GTA Board Chair
Libby James, Public Transportation Manager

The Greensboro Transit Authority HEAT Program Fall Semester 2011 Report

Summary of Fall Semester 2011

Ridership by students using a HEAT pass increased by 9% over Fall semester 2010, with a total of over 388,000. The total number of students using a HEAT pass increased by 3% compared to Fall semester 2010, with over 11,100 students riding transit at least once during the semester.

UNCG and NC A&T students account for most of the HEAT ridership, as well as, for most of the increase in Fall 2011. NC A&T ridership increased by 20% and UNCG ridership rose by 10%. These were the only two schools to experience an increase in number of students riding HEAT, by 12% at NC A&T and by 7% at UNCG. Ridership and trends at these two schools play a large role in the ongoing success of the HEAT program.

Bennett College has the highest percentage of students who ride transit, with 84% of the student body using transit in the Fall semester 2011. Bennett College students also use transit intensively; with fifty-five boardings per student (NC A&T is next highest with 15 boardings per student). Given these numbers, there is not much room for further increases in ridership, and the Fall semester results suggest a leveling off of ridership and number of students using at Bennett College.

Greensboro College experienced a large percentage increase in ridership. The Fall semester increases in 2011 may be overstated, since no ridership was recorded by Greensboro College students in August and September of the previous year. Few Greensboro College students use transit, due in large part to an inconvenient stop location on campus. The college continues to discuss the situation with the historic neighborhood to the west.

No students at Elon University School of Law used a HEAT pass in the Fall semester 2011. The process of distributing HEAT passes at the law school might be reviewed. While ridership and number of students using transit have never been high, there has always been some use of transit in years past.

GTCC student ridership decreased by 6% and the number of students riding decreased by 12%. Interestingly, most of the decreases occurred early in the semester; ridership increased in both November and December. This suggests the need for additional marketing activities early in the semester at GTCC, which probably has the highest student turnover rate of any school in the HEAT program.

Continuing increases in ridership and in the number of students riding indicate that students place a high value on HEAT. A review of similar programs around the country prior to implementation suggested that ridership gains would be huge in the first year and would then level off in following years. HEAT ridership is still posting healthy increases five years later, reflecting a successful partnership among the participating colleges and universities, the City of Greensboro, and GTA.

Introduction

In August 2011, HEAT began its sixth year of operation. This report presents HEAT ridership and trends by school for the Fall semester 2011 (August through December). The first section presents semester totals in 2011 by school compared to 2010. The second section includes monthly totals for December. The final section presents a snapshot for each college and university partner.

For the first three years, the HEAT program was a partnership with seven colleges and universities in and around Greensboro. In August 2009, GTCC and Greensboro College dropped out of the program. However, GTCC and the GTA Board worked out an arrangement at the request of City Council, which has been modified so that GTCC pays for (a) six daily trips on Route 74 (which had been discontinued) to the Jamestown campus, and (b) one-way passes to get students from their homes to the Depot in the morning and back home in the afternoon. In exchange, GTA provides GTCC with HEAT passes valid ONLY on Route 74. This agreement went into effect in October 2009, resulting in GTCC involvement but not full participation in the HEAT program. This agreement remains in effect for the academic year 2011-12. Greensboro College rejoined the program in August 2010. Guilford College dropped out of the program in August 2011.

The tables in this report include totals for the current and previous years for all schools and for the four schools that have been full participants in the HEAT program during all years. The latter total is referred to as the “same school” total and excludes GTCC, Guilford College, and Greensboro College.

1. Fall Semester Ridership

Table 1 presents ridership data for the 2011 Fall semester compared with 2010. A total of over 388,000 trips were taken by students using a HEAT pass (either their college/university ID card or a semester pass). This represents a 9% increase from HEAT boardings in Fall semester 2010. Same-school HEAT ridership increased by 13% over 2010.

Ridership rose at Greensboro College, NC A&T, and UNCG and declined at Bennett College, Elon University School of Law, and GTCC. Percentage changes range from a decrease of 100% at Elon University School of Law to an increase of 43% at Greensboro College. UNCG leads all schools in Fall semester ridership with almost 173,000 boardings.

The number of students riding reflects the total number of individual students who boarded a GTA bus using a HEAT pass during the current school year. Note that the year-to-date total is not the sum of the monthly totals but is calculated separately, since many students use HEAT in multiple months. The total number of students using a HEAT pass increased by 3% compared to Fall semester 2010. The same-school numbers of students using a HEAT pass increased by 9%. The number of students riding totaled over 11,100. Increases at NC A&T and UNCG, the two largest schools, were partially offset by decreases at other schools.

Table 1
HEAT Usage, Fall Semester 2011

College/ University	Ridership			# Students Riding			% on non- HEAT Routes	
	2011	2010	% change	2011	2010	% change	2011	2010
Bennett	38,373	38,576	-1%	586	607	-3%	70.1%	77.7%
Elon	0	8	-100%	0	1	-100%		62.5%
Greensboro	558	390	43%	13	24	-46%	98.4%	94.1%
GTCC	11,442	12,192	-6%	504	571	-12%	0.0%	0.1%
Guilford	0	12,679	-100%	0	417	-100%		79.7%
NC A&T State	165,494	137,382	20%	4,627	4,115	12%	57.2%	55.50%
UNCG	172,966	156,707	10%	5,416	5,043	7%	44.2%	42.9%
Total	388,833	357,934	9%	11,146	10,778	3%	51.1%	51.4%
Total excluding GTCC and Greensboro College	376,833	332,673	13%	10,629	9,766	9%	52.5%	52.1%

The percentage of students who ride GTA (non-HEAT) routes remained constant at 51% in 2011. Figure 1 shows the change in percentage of students who ride GTA routes by school. The same-school percentage on GTA routes rose slightly from 52% to 53%.

The only school to see a significant decrease in the percentage of students on GTA routes is Bennett College. Most other schools experienced a slight increase in the percentage of students on GTA routes. UNCG is the only school with fewer than 50% of its students using GTA routes, due primarily to the importance of Route 73, connecting the student neighborhood west of campus to UNCG.

Figure 1
Students Riding GTA as a Percentage of Total Ridership at
Each School, Fall Semester 2011 vs. 2010

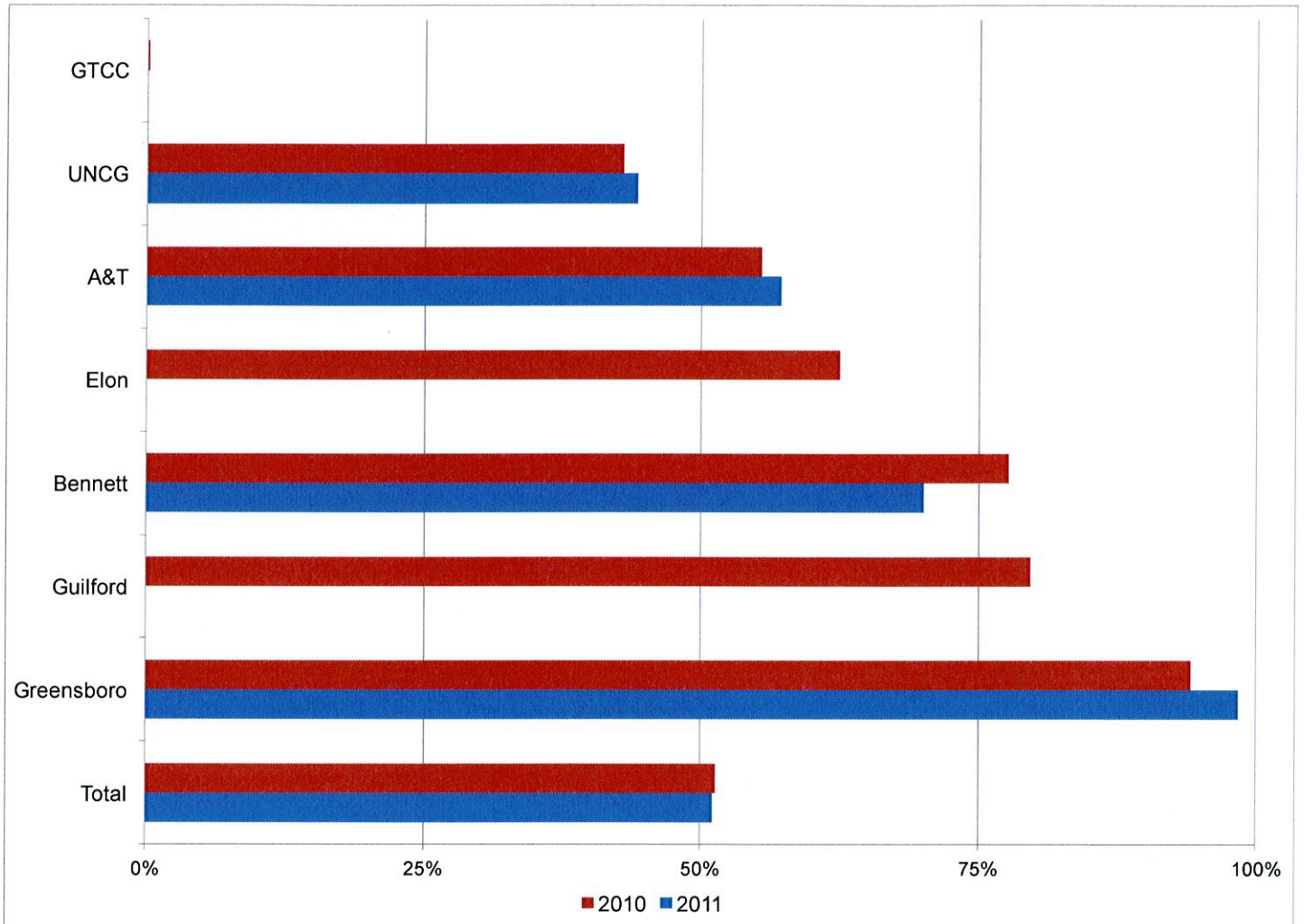


Figure 2 presents HEAT boardings per eligible student by school for all routes. Each school reported the number of students enrolled in the Fall semester 2011; for GTCC, the number of HEAT passes provided (8,000) is used in lieu of enrollment, since this is the number of eligible students. In developing a broad ridership estimate for the HEAT program, the project team estimated an annual ridership equal to seven trips per student. This is equivalent to 3.5 trips per semester per student. In the Fall semester 2011, the total number of boardings per student was 9.2, up from 8.5 in 2010. The number of same-school boardings per eligible student was 12.2 in the Fall semester 2011, up from 10.8 in 2010. Bennett College students use transit most intensively, with 54.8 boardings per eligible student, followed by NC A&T with 15.4.

Figure 2
HEAT Boardings per Eligible Student at Each School,
Fall Semester 2011 vs. 2010

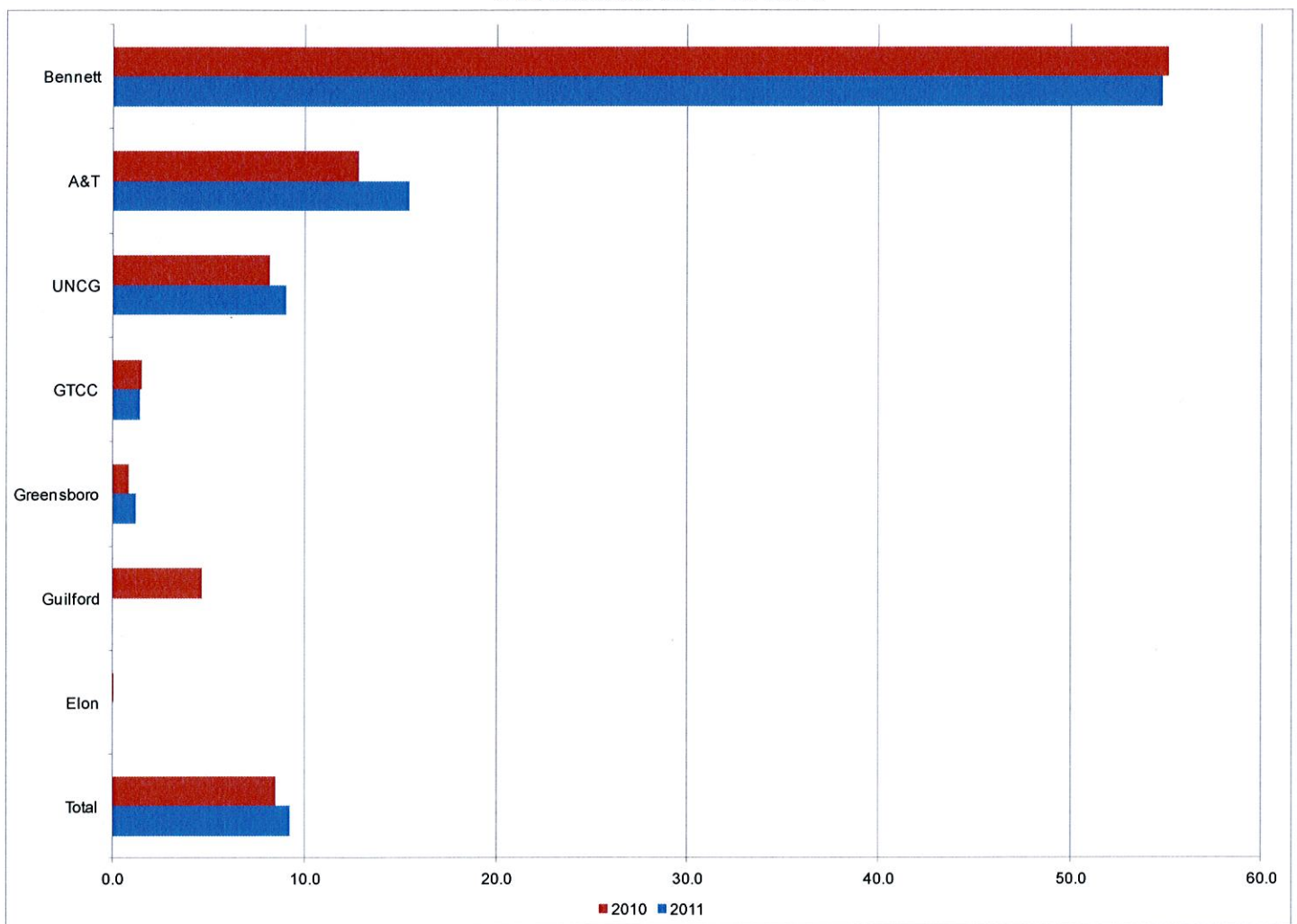
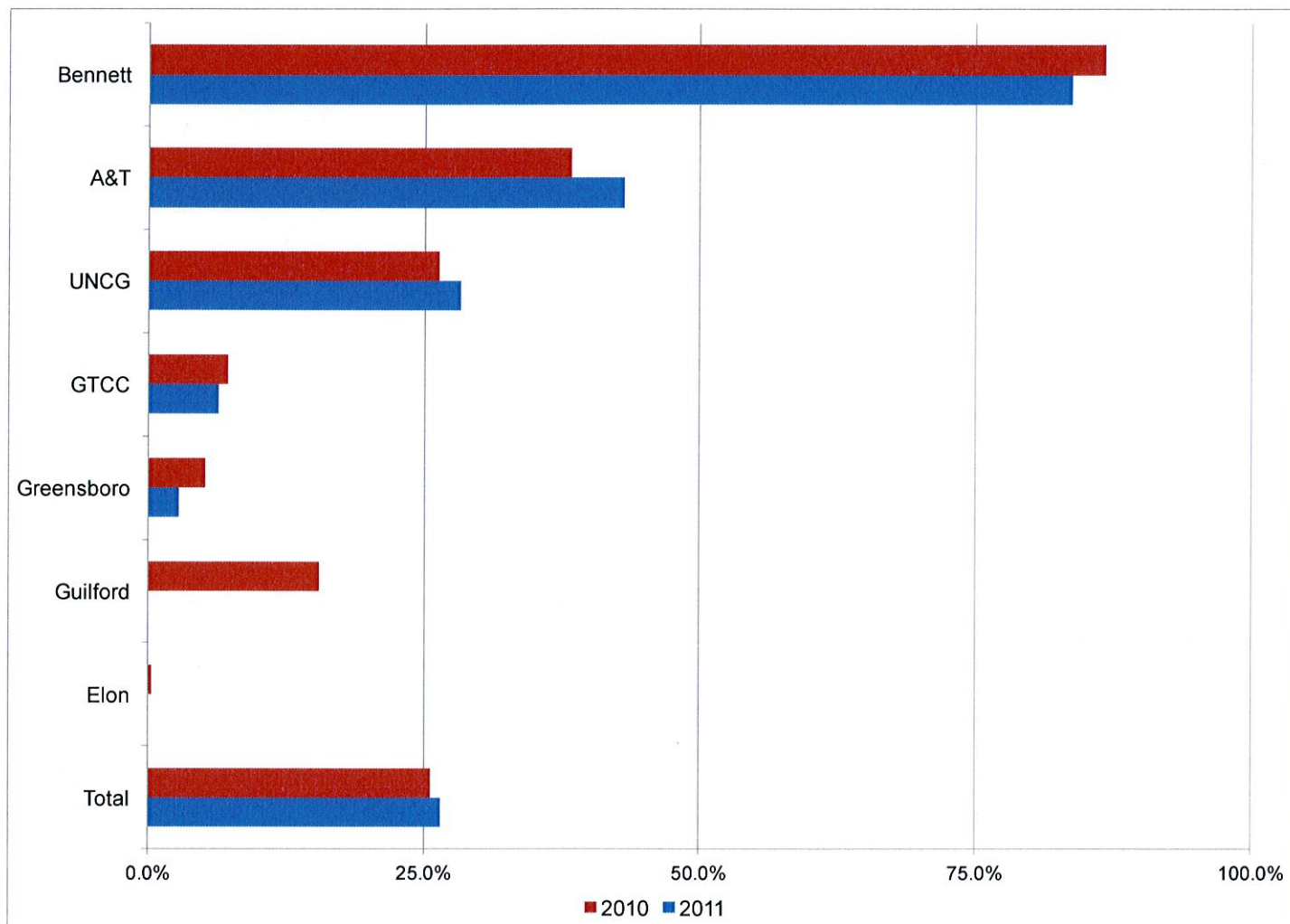


Figure 3 shows the percentage of eligible students by school who used a HEAT pass in the Fall semester 2011 compared to Fall semester 2010. The percentage has increased at UNCG and NC A&T and decreased slightly at the other schools. Overall, 26.5% of eligible students boarded either HEAT or GTA buses at least once in the Fall semester, up slightly from 25.6% in the Fall semester 2010. Bennett College continues to lead in terms of percentage of students using their HEAT passes by a wide margin.

Figure 3
Percentage of Eligible Students, Who Used HEAT and/or GTA Routes at Each School,
Fall Semester 2011 vs. 2010



The analysis of Fall semester ridership also identified questionable ID cards. These students took at least 100 trips in the Fall semester with fewer than 10% of these on routes serving their school, or took at least ninety trips with no trips on routes serving their school. A total of fifty students fall in this category.

Fifty questionable students out of over 11,000 who have used transit so far this academic year is a good ratio, but we will follow up with individual schools and ask you to confirm that these ID cards belong to students who are still enrolled. NC A&T and UNCG reviewed our list of

questionable ID cards. As a result, several ID cards identified as questionable earlier in the semester were already bad-carded and can no longer be used.

2. Monthly Ridership: December

This monthly section includes totals for December 2011 compared to the same month last year.

Table 2 presents ridership data for December 2011 compared with December 2010. A total of over 46,000 trips were taken by students using a HEAT pass (either their college/university ID card or a semester pass). This represents a 6% increase from HEAT boardings in December 2010. Same-school HEAT ridership increased by 10% from December 2010.

Monthly ridership increased at GTCC, NC A&T and UNCG and decreased at other schools. Percentage changes range from a 100% decrease at Elon University School of Law to a 57% increase at GTCC. UNCG led in December ridership with over 20,000 boardings.

Table 2
HEAT Usage, December 2011 vs. December 2010

College/ University	Ridership			# Students Riding			% on non- HEAT Routes	
	Dec 11	Dec 10	% change	Dec 11	Dec 10	% change	Dec 11	Dec 10
Bennett	5,090	5,439	-6%	401	413	-3%	73.4%	76.2%
Elon	0	5	-100%	0	1	-100%		0.0%
Greensboro	105	139	-24%	5	14	-64%	100.0%	92.8%
GTCC	1,571	1,001	57%	237	205	16%	0.0%	0.0%
Guilford	0	2,146	-100%	0	155	-100%		81.3%
NC A&T State	19,455	15,981	22%	1,922	1,752	10%	74.0%	66.8%
UNCG	20,323	19,286	5%	2,412	2,352	3%	58.0%	54.5%
Total	46,544	43,997	6%	4,977	4,892	2%	64.5%	61.8%
Total excluding GTCC and Greensboro College	44,868	40,711	10%	4,735	4,518	5%	66.7%	62.2%

The number of students riding reflects the total number of individual students who boarded a GTA bus using a HEAT pass during the month of December. The total number of students using a HEAT passes in December increased by 2% compared to December 2010. The same-school number of students using a HEAT pass increased by 5% in December 2011 compared to December 2010. Number of students using a HEAT pass rose at GTCC, UNCG, and NC A&T and declined at the other schools. Percentage changes range from a 100% decrease at Elon University School of Law to a 16% increase at GTCC. UNCG students accounted for almost half of all students riding in December 2011.

The percentage of students who ride non-HEAT routes increased to 65% in December 2011 from 62% in December 2010. The same-school percentage on non-HEAT routes increased to 67% from 62%. Bennett College was the only school to experience a decrease in the percentage of students on non-HEAT routes.

The percentage of students riding regular GTA routes is higher in December than in previous months. The reason is that HEAT routes do not operate during winter break, but students who live in Greensboro continue to use the system. Thus, even a majority of UNCG students (most likely to use HEAT due to the importance of HEAT Route 73-UNCG) are reported as using non-HEAT routes during December.

3. Analysis of Individual Colleges and Universities

Bennett College

For Fall semester 2011 compared to the same period last year:

- Ridership decreased by 1% (38,373)
- Number of students riding decreased by 3% (586)
- Percent riding GTA routes decreased from 78% to 70%
- Boardings per student decreased by 1% (54.8)
- Percentage of students riding transit decreased from 87% to 84%.

The Fall semester results indicate that ridership by Bennett College students may finally be reaching a stable point. As shown earlier, a very high percentage of the Bennett College student body ride transit and the students ride fairly intensively. There is little room for additional growth in ridership. Looking forward, we can anticipate levels of ridership and student use to remain constant.

December ridership decreased by 6%. Number of students riding decreased in December by only 3%, suggesting that the extent of use may have been affected by the semester break. Percent riding GTA decreased from 76% to 73%.

In the month of December, GTA Route 5 on Gorrell Street was the most popular route among Bennett College students, accounting for 24% of all boardings. The next most popular routes were the HEAT Route 76 to Wal-Mart and the Four Seasons Town Centre (17%) and GTA Route 6-Summit Avenue (8%).

Elon University School of Law

For Fall semester 2011 compared to the same period last year:

- Ridership decreased from eighteen to zero
- Number of students riding decreased from three to zero.

It may be worth exploring the process of distributing HEAT passes at the law school. While ridership and number of students using transit have never been high, there has always been some use of transit in years past.

December ridership decreased from five in 2010 to zero in 2011. Number of students riding decreased from one to zero.

Greensboro College

For Fall semester 2011:

- Ridership increased by 43% (558)
- Number of students riding decreased by 46% (13)
- Percent riding GTA routes increased from 94% to 98%
- Boardings per student increased by 43% (1.2)
- Percentage of students riding transit decreased from five to 3%.

All ridership by Greensboro College students during the Fall semester of 2010 was recorded in October through December, so the Fall semester increases in 2011 may be overstated.

December ridership decreased by 24%. Number of students riding decreased in December by 64%. Percent riding GTA increased from 93% to 100%.

In the month of December, GTA Route 7-Friendly Avenue was the most popular route among Greensboro College students, accounting for 27% of all boardings. The next most popular routes were GTA Route 13-Martin Luther King Jr. Boulevard (20%), and GTA Route 14-Bessemer Avenue/Phillips Avenue (13%).

GTCC

For Fall semester 2011 compared to the same period last year:

- Ridership decreased by 6% (11,442)
- Number of students riding decreased by 12% (504)
- Percent riding GTA routes remains at 0 %
- Boardings per eligible student decreased by 6% (1.4)
- Percentage of students riding transit decreased from 7% to 6%.

The semester results suggest a leveling off of ridership and number of students using HEAT at GTCC. However, most of the decreases occurred early in the semester; ridership increased in both November and December.

December ridership increased by 57%. Number of students riding increased in December by 16%. GTA does not track use of the one-way passes.

In the month of December, all GTCC ridership took place on HEAT Route 74 in accordance with the agreement between the City and GTCC.

Guilford College

Guilford College is no longer participating in the HEAT program.

NC A&T

For Fall semester 2011 compared to the same period last year:

- Ridership increased by 20% (165,494)
- Number of students riding increased by 12% (4,627)
- Percent riding GTA routes increased slightly from 56% to 57%
- Boardings per student increased by 20% (15.4)
- Percentage of students riding transit increased from 38% to 43%.

The semester results indicate that there is still room for growth in HEAT ridership and number of students riding at NC A&T. The percentage increase in ridership was particularly noteworthy. The two largest schools, NC A&T and UNCG, accounted for nearly all of the growth in ridership during the Fall semester 2011. In addition, NC A&T has the second highest percentage of students riding transit.

December ridership increased by 22%. Number of students riding increased in December by 10%. Percent riding GTA increased from 67% to 74%.

In the month of December, GTA Route 10-East Market Street was the most popular route among A&T students, accounting for 14% of all boardings. The next most popular routes were HEAT Route 76 to Wal-Mart (12%) and GTA Route 1-West Wendover Avenue (7%).

UNCG

For Fall semester 2011 compared to the same period last year:

- Ridership increased by 10% (172,966, the highest of any school)
- Number of students riding increased by 7% (5,416, the highest of any school)
- Percent riding GTA routes increased from 43% to 44%
- Boardings per student increased by 10% (9.0)
- Percentage of students riding transit increased from 26% to 28%.

The semester results indicate that, while there is still room for growth in ridership and number of students riding at UNCG, the trends are beginning to flatten. It is interesting that the two largest schools, NC A&T and UNCG, accounted for nearly all of the growth in ridership during Fall semester 2011.

December ridership increased by 5%. Number of students riding increased in December by 3%. Percent riding GTA routes increased from 55% to 58%.

In the month of December, HEAT Route 73-UNCG HEAT was the most popular route among UNCG students, accounting for 18% of all boardings. This percentage is lower than in previous months because the HEAT routes did not operate throughout the month. The next most popular routes were HEAT Route 78-Express HEAT West (14%) and GTA Route 1-West Wendover Avenue (11%).

ZONING COMMISSION RESULTS						
MEETING OF FEBRUARY 13, 2012						
AGENDA ITEM	REQUEST/LOCATION	**PROPOSED USE <small>* (Not binding if not stated as a condition)</small>	ACTION/VOTE	STAFF RECOMMENDATION	STATUS	SPEAKERS
Z-12-02-001	RM-18 to C-M	All uses allowed in the C-M zoning district	Approved	Approval	Final unless appealed	1 for; 0 opposed
	1227 South Eugene Street		8 to 0			
	Goodwill Industries of Central North Carolina, Inc. for Saint James Homes, Inc					
Z-12-02-002	RM-18 to CD-RM-26	A maximum of 84 multi-family dwelling units	Approved	Approval	Final unless appealed	1 for; 0 opposed
	1230 South Eugene Street		8 to 0			
	Melvin "Skip" Alston for Saint James homes, Inc					
Z-12-02-003	R-3 to CD-O	Advertising office; business management consulting; data processing; collection agency, real estate and insurance agent; professional service such as lawyer, accountant, engineer, architect etc.	Approved	Approval	Final unless appealed	4 for; 2 opposed
	4601 North Church Street		8 to 0			
	Southern Evergreen, LLC for Estate of Inez S. McAdoo					
Z-12-02-004	County AG and County RS-30 to City R-3	All uses allowed in the R-3 zoning district	Favorable Recommendation	Approval	March 6, 2012 City Council Meeting	1 for; 1 opposed
	5227 Summit Avenue, 5227 Near Summit Avenue and 5227 R1 Summit Avenue		8 to 0			
	City of Greensboro for David A. Barnes					
Z-12-02-005	An ordinance establishing a Neighborhood Conservation Overlay (Greater Kirkwood Neighborhood Conservation Overlay) District	All uses allowed in the base zoning districts. (Refer to NCO manual for development standards at http://www.greensboro-nc.gov/index.aspx?page=1786)	Unfavorable Recommendation	Approval	March 6, 2012 City Council Meeting	4 for; 5 opposed
	North of West Cornwallis Drive, south of Efland Drive, east of Battleground Avenue and west of Cleburne Street		8 to 0			
	Anna Fesmire for Greater Kirkwood Community					

** Please see staff report for full list of conditions and uses

If you have any questions about these results, please contact Frederick Boateng or Mike Kirkman at 336-373-2144



City of Greensboro Grant Applications Submitted

<u>Grantor</u>	<u>Grants Projects / Description of Purpose</u>	<u>Amount Requested</u>	<u>Department Requesting Funding</u>	<u>Council Notification Date</u>	<u>Status</u>
NC Firefighters' Burned Children Fund	The grant funds purchase of the "Dusty the Smoke Smelling Dragon" program to teach fire safety messages to small children. The program can also be used to teach Halloween Safety, Stranger Danger and Bike Safety.	\$620.00	Fire Department	February 17, 2012	Submitted
Easton Foundation	Grant provides \$5,000 worth of specialized archery equipment plus scholarships to cover training, travel, accommodations and meals for selected Parks and Rec professionals.	\$5,000	Parks and Recreation Department	February 10, 2012	Approved by Department on February 6, 2012
Community Foundation of Greater Greensboro - Teen Grantmaking Council	Camille's Magic Closet provides new and gently used prom dresses and accessories to underprivileged young women for their proms.	\$2,000	Parks and Recreation Department	January 13, 2012	Approved by Department on December 20, 2011
NC Department of Administration - Youth Advocacy and Involvement Office	Grant will provide a conference for youth across the state to attend and participate in activities and training focusing on leadership and teambuilding skills.	\$500	Parks and Recreation Department	January 13, 2012	Approved by Department on September 15, 2011